

**WHAT IS CLAIMED IS:**

- 1 1. A method for generating a digital video stream, comprising:
- 2 at a media generator, generating intermediate digital content based on data that
- 3 indicates what content to include in said digital video stream without
- 4 digitizing an analog video stream;
- 5 transferring intermediate digital content to an encoder; and
- 6 at said encoder, encoding said intermediate digital content into said digital video
- 7 stream.
- 1 2. The method of claim 1, further comprising the following steps that precede said step
- 2 of generating intermediate digital content at a media generator:
- 3 presenting a user with a list of available configuration options;
- 4 recording a set of user preferences which correspond to said list of available
- 5 configuration options selected by said user;
- 6 transferring said set of user preferences to a media generator;
- 1 3. The method of claim 1, wherein said data that indicates what content to include in
- 2 said digital video stream includes at least one member selected from the group
- 3 consisting of: a particular background color, a particular number of objects presented
- 4 on screen, a particular color of objects presented on screen, a particular shape of
- 5 objects presented on screen, a particular velocity of objects presented on screen, and a
- 6 particular sound played during presentation.

- 1 4. The method of claim 1, wherein said media generator is operatively connected to a  
2 local storage, said local storage storing electronic still images or video.
- 1 5. The method of claim 4, wherein said step of generating intermediate digital content  
2 comprises said media generator retrieving digital pictures, video, or sound from said  
3 local storage.
- 1 6. The method of claim 1, wherein said step of generating intermediate digital content  
2 includes said media generator generating at least one timestamp on one or more  
3 frames, wherein for each of said one or more frames said at least one timestamp  
4 indicates at least one member selected from the group consisting of: time said frame  
5 is encoded, time said frame is served by a digital video server, and time said frame is  
6 displayed by a client.
- 1 7. The method of claim 1, wherein said step of digitizing said segment of intermediate  
2 digital video into said digital video stream includes digitalizing according to at least  
3 one member selected from the group consisting of: the DVB standard, the ATSC  
4 standard, the MPEG-1 standard, the MPEG-2 standard, the AVI standard, the  
5 QuickTime standard, and the MPEG-4 standard.



12. The computer-readable medium of claim 11, wherein execution of the one or more sequences of instructions by one or more processors causes the one or more processors to perform the following steps that precede said step of generating intermediate digital content at a media generator:

- presenting a user with a list of available configuration options;
- recording a set of user preferences which correspond to said list of available configuration options selected by said user;
- transferring said set of user preferences to a media generator;

1     13.     The computer-readable medium of claim 11, wherein said data that indicates what  
2             content to include in said digital video stream includes at least one member selected  
3             from the group consisting of: a particular background color, a particular number of  
4             objects presented on screen, a particular color of objects presented on screen, a  
5             particular shape of objects presented on screen, a particular velocity of objects  
6             presented on screen, and a particular sound played during presentation.

1     14.     The computer-readable medium of claim 11, wherein said media generator is  
2     operatively connected to a local storage, said local storage storing electronic still  
3     images or video.

1 15. The computer-readable medium of claim 14, wherein said step of generating  
2 intermediate digital content comprises said media generator retrieving digital pictures,  
3 video, or sound from said local storage.

1     16.     The computer-readable medium of claim 11, wherein said step of generating  
2     intermediate digital content includes said media generator generating at least one  
3     timestamp on one or more frames, wherein for each of said one or more frames said  
4     at least one timestamp indicates at least one member selected from the group  
5     consisting of: time said frame is encoded, time said frame is served by a digital video  
6     server, and time said frame is displayed by a client.

1     17.     The computer-readable medium of claim 11, wherein said step of digitizing said  
2             segment of intermediate digital video into said digital video stream includes  
3             digitalizing according to at least one member selected from the group consisting of:  
4             the DVB standard, the ATSC standard, the MPEG-1 standard, the MPEG-2 standard,  
5             the AVI standard, the QuickTime standard, and the MPEG-4 standard.

1 18. The computer-readable medium of claim 12, wherein said step of presenting a user  
2 with a list of available configuration options is performed by presenting the user with  
3 one or more web pages.

1 19. The computer-readable medium of claim 11, wherein said step of transferring said set  
2 of user preferences to a media generator is performed over at least one member  
3 selected from the group consisting of: the Internet and a proprietary Intranet.

1 20. The computer-readable medium of claim 11, wherein said step of digitizing said  
2 segment of intermediate digital video into said digital video stream occurs in real  
3 time.

1 21. A system for generating digital content, comprising:  
2 a media generator means for generating said digital content based upon data  
3 indicating how to configure said digital content; and  
4 an encoder means for encoding said digital content based upon said data indicating  
5 how to configure said digital content, wherein said encoder is operatively  
6 connected to said media generator.

1 22. The apparatus of claim 21, further comprising:  
2 a configuration manager means for recording said data indicating how to configure  
3 said digital content, wherein said configuration manager is operatively  
4 connected to said media generator;

1 23. The apparatus of claim 21, wherein said data indicating how to configure said digital  
2 content includes at least one member selected from the group consisting of: a  
3 particular background color, a particular number of objects presented on screen, a  
4 particular color of objects presented on screen, a particular shape of objects presented  
5 on screen, a particular velocity of objects presented on screen, and a particular sound  
6 played during presentation.

1 24. The apparatus of claim 21, where said media generator means is operatively  
2 connected to a local storage, whereby said local storage stores digital pictures, sound,  
3 and video, and said media generator means retrieves electronic digital pictures, sound,  
4 or video from said local storage in generating said digital content.

1 25. The apparatus of claim 21, wherein said data indicating how to configure said digital  
2 content includes said media generator generating at least one timestamp on one or  
3 more frames, wherein for each of said one or more frames said at least one timestamp  
4 indicates at least one member selected from the group consisting of: time said frame  
5 is encoded, time said frame is served by a digital video server, and time said frame is  
6 displayed by a client.

1 26. The apparatus of claim 21, wherein said data indicating how to configure said digital  
2 content includes said encoding means encoding said digital content according to at  
3 least one format selected from the group consisting of: the DVB standard, the ATSC  
4 standard, the MPEG-1 standard, the MPEG-2 standard, the AVI standard, the  
5 QuickTime standard, and the MPEG-4 standard.

1 27. The apparatus of claim 22, where said configuration manager means records said data  
2 indicating how to configure said digital content by presenting a user with one or more  
3 web pages.

1 28. The apparatus of claim 21, where said information received from the configuration  
2 manager means in transmitted over at least one member from the group consisting of:  
3 the Internet and a proprietary network.

1 29. The apparatus of claim 21, where said encoding means operates in real time.

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